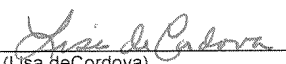


Amendment	
I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted via the Office electronic filing system in accordance with § 1.6(a)(4).	
Dated: July 22, 2008	Signature: <u></u> (Lisa deCordova)

Docket No.: 65003/P002US/10312242
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Ajay R. Bam et al.

Application No.: 10/691,459

Confirmation No.: 7339

Filed: October 22, 2003

Art Unit: 3688

For: SYSTEM AND METHOD OF GENERATING,
DISTRIBUTING, AND/OR REDEEMING
PROMOTIONAL OFFERS USING
ELECTRONIC DEVICES

Examiner: J. W. Myhre

AMENDMENT ACCOMPANYING REQUEST FOR CONTINUED EXAMINATION

MS RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In furtherance to the Request for Continued Examination filed herewith as well as to the Amendment After Final Rejection dated June 23, 2008, and in response to the Advisory Action dated July 2, 2008, finally rejecting claims 1-5,7-14,16-22,26-41,44-50 and 52-73, please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 13 of this paper.